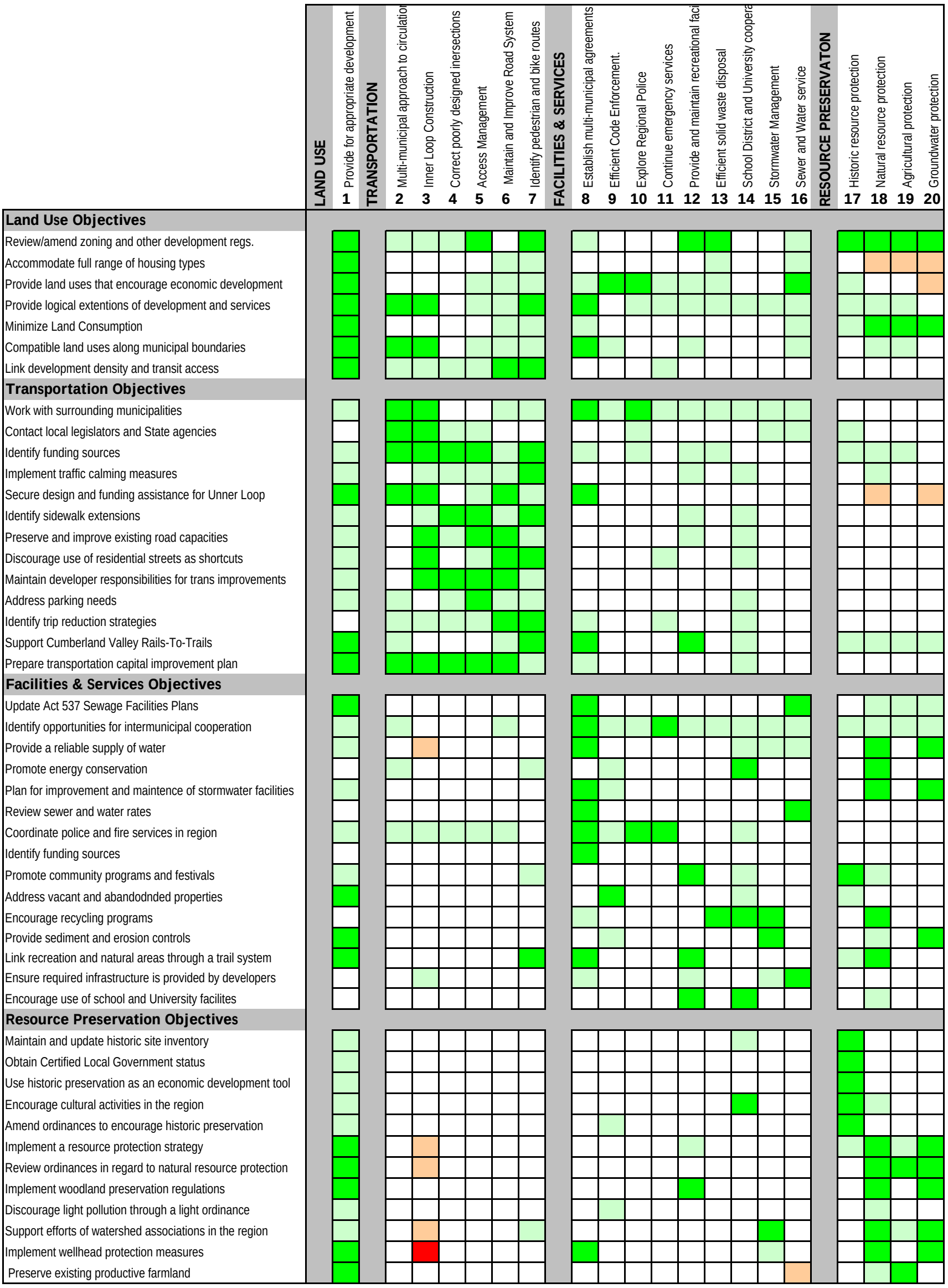
FIGURE 12.1: INTERRELATIONSHIP OF OBJECTIVES



There is a STRONG, POSITIVE relationship between the objective and the goal.

There is a WEAK, POSITIVE relationship between the objective and the goal.

There is a NEUTRAL relationship (or NO relationship) between the objective and the goal.

There is a WEAK, NEGATIVE relationship (i.e., conflict) between the objective and the goal.

There is a STRONG, NEGATIVE relationship between the objective and the goal.